

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary - Public

Date: 5/13/2011

GAIN Report Number: CH11609

China - Peoples Republic of

Post: Guangzhou

ATO Guangzhou leads marketing campaign for U.S. alfalfa for swine

Report Categories:

Market Development Reports

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Report Highlights:

General Information:

As a direct result of ATO Guangzhou promotion and trade lead/matchmaking service, some South China swine farmers and feed millers are trialing to mix imported U.S. alfalfa products such as alfalfa baled hay and alfalfa cubes as feed ingredients for gestation sows. According to customs data, in 2010, China imported 3,356 tons of alfalfa meal/pellet/cube worth of over \$2 million from the States, a significant increase from 65 tons in 2009, 60 tons in 2008, and 4 tons in 2007.

In March, ATO Guangzhou was approved to use an EMP to conduct an assessment for this great potential market. Based on preliminary market research, the most viable market is the swine sector, particularly for gestation sow feed. China has over 40 million sows. If sows in China consume the recommended 0.25 pound (three percent of ration) alfalfa daily, China would need over two million tons of alfalfa hay products yearly to meet the demand. The U.S. National Hay Association (NHA) has agreed to participate and support the EMP activities.

ATO Guangzhou has hired a U.S. expert to facilitate farmers and millers' understanding and proper application of U.S. alfalfa products in swine. ATO Guangzhou has been the NHA's beacon in China, in 2006, the ATO was responsible for creating demand for U.S. baled alfalfa in the dairy feed sector and is now leading a new trend to create a market for various U.S. alfalfa products (bale, pellet, cube and meal) in the swine feed sector.